

*FIG. 1*

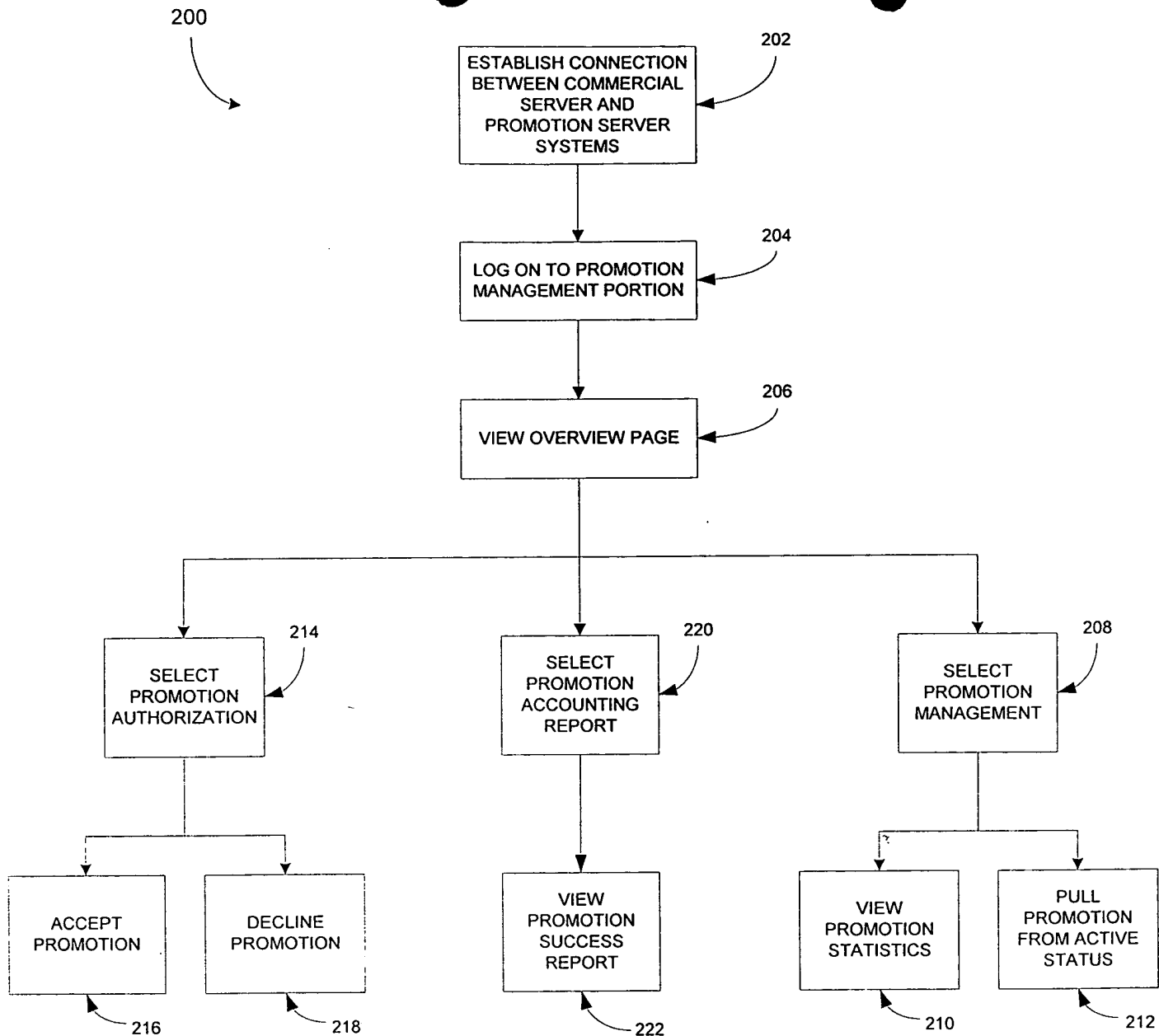


FIG. 2



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
My OneClip

Demo User - Demo Retailer  
[Log Off](#)

## My Oneclip

(Customize)

## Summary

Active Promotions = 2  
Starting this Month = 0  
Ending this Month = 1

## Quick Links

[Manage Promotions](#)  
[Authorize Promotions](#)  
[Accounting Report](#)

## Top Promotions (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6192	Get 1 Demo Product1 free.	83.5%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6	<a href="#">stats</a>

## Least Productive (redeemed/issued)

ID	Title	Redeemed/Issued	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	42.6%	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	65.4	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	83.5	<a href="#">stats</a>

## Top Promotions (redeemed)

ID	Title	Redeemed	Action
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>

## Least Productive (redeemed)

ID	Title	Redeemed	Action
6091	Buy 1 Demo Cola get US\$0.20 off.	213	<a href="#">stats</a>
6094	Buy 1 Demo Product1 get US\$0.10 off.	327	<a href="#">stats</a>
6192	Get 1 Demo Product1 free.	334	<a href="#">stats</a>

Fig. 3



## Partner Resource Center

Virtual Promotions. Real Results.™

[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)

Demo User - Demo Retailer  
[Log Off](#)

## Manage

Creation Date

[All Dates](#) ☒

Promotion Status

[Any Status](#) ☒

View as

[Text](#) ☒

Site: Demo Site

[Refresh](#)

Title

[Contains](#) ☒Promotion  
IDTitleSiteStartStopStatusActions

6091

Buy 1 Demo Cola get  
US\$0.20 off.Demo  
Site

03-15-2000

04-19-2000

Active

[Stats,](#)  
[Pull](#)

6094

Buy 1 Demo Product1 get  
US\$0.10 off.Demo  
Site

04-01-2000

05-31-2000

Inactive

[Stats](#)

6192

Get 1 Demo Product1 free.

Demo  
Site

03-27-2000

05-31-2000

Active

[Stats,](#)  
[Pull](#)

Fig. 4

[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)

272

Demo User - Demo Retailer  
[Log Off](#)

## View Stats

Buy 1 Demo Cola get US\$0.20 off. Site: Demo Site



ID	Start	Stop	Rule		
6091	03-15-2000	04-19-2000	Buy 1, get US\$ 0.20 discount.		
Issued	Viewed	Clicked	Redeemed	Purchased	Saved
10,000	30,829	15,635	10,074	\$31,820.00	\$1,695.00
Clicked / Viewed		Redeemed / Viewed		Redeemed / Clicked	
50.72%		32.68%		64.43%	
Purchases / Viewed		Purchases / Clicked		Purchases / Redeemed	
\$1.03		\$2.04		\$3.16	

### Promotion's List

Buy 1 Demo Cola get US\$0.20 off. (6091) ☒

### Data Ranges

Promotion's Life ☒

### Graph Type

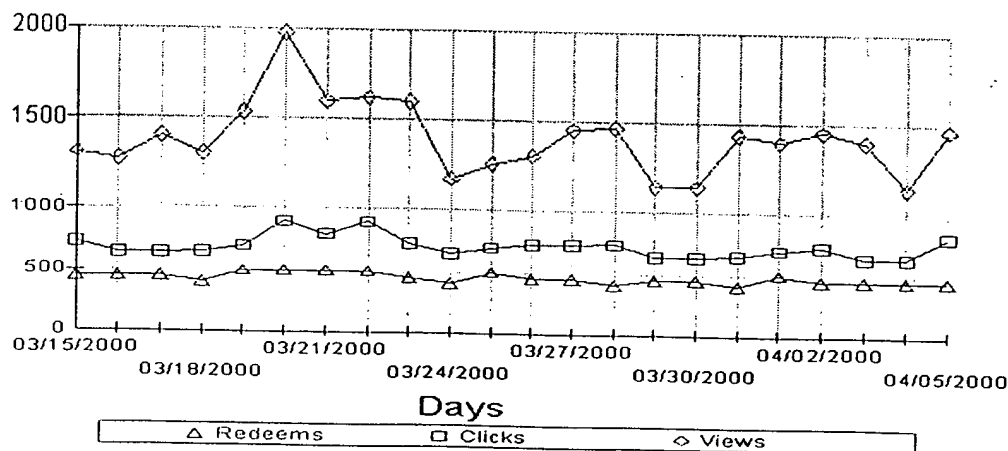
☒ Counters☐ Values

### Graph Data

☒ Views☒ Clicks☒ Redeems☒ Purchases☒ Saves

Fig. 5

Promotions Redeemed from March 15, 2000 to April 5, 2000

[<< Back to Home](#)



Partner Resource Center

Virtual Promotions. Real Results.™

Home	Promotions	Reports
Manage	Authorize	

Demo User - Demo Retailer  
[Log Off](#)

## Pull Promotion



Buy 1 Demo Cola get US\$0.20 off.

284



Offer: Buy 1, get US\$ 0.20 discount.

Start Date: 3/15/00

End Date: 4/19/00

Qty. Issued: 10000

Qty. Redeemed: 0

286

Pull	Cancel
------	--------

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Fig. 6



Partner Resource Center

Virtual Promotions. Real Results.™

[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)Demo User - Demo Retailer  
[Log Off](#)

## Authorize

Creation Date: [All Dates](#) ☒ Start Date: [All Dates](#) ☒ End Date: [All Dates](#) ☒ Promotion Status: [New](#) ☒ View as: [Text](#) ☒ [Refresh](#)

Site: Demo Site

[Title](#) ☒[Contains](#) ☒

Promotion ID	Title	Site	Start	Stop	Actions
5331	Sign up for America Online and get \$15 off.	Demo Site	02-01-2000	05-31-2000	<a href="#">Accept, Decline</a>
6092	Buy 3 Demo-Cola get 1 free.	Demo Site	05-16-2000	06-21-2000	<a href="#">Accept, Decline</a>
6099	buy 2 get 2 free	Demo Site	05-04-2000	05-31-2000	<a href="#">Accept, Decline</a>

Fig. 7



Partner Resource Center

Virtual Promotions. Real Results.™

Home	Promotions	Reports
Manage	Authorize	

Demo User - Demo Retailer  
[Log Off](#)

## Accept Promotion



Buy 3 Demo-Cola get 1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

Rule label: Buy 3 and get 1 free.

UPC	Brand	Description	Retailer SKU
Buy			
UPCDEMO1	Demo Brand	Demo Product1	
Get			
UPCDEMO1	Demo Brand	Demo Product1	

306

Accept

Cancel





Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

Demo User - Demo Retailer  
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308  
↓

## Decline Promotion

Title: Buy 3 Demo-Cola get 1 free.

Offer: Buy 3 and get 1 free.

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

UPC	Brand	Description	Retailer SKU
<b>Buy</b>			
UPCDEMO1	Demo Brand	Demo Product1	
<b>Get</b>			
UPCDEMO1	Demo Brand	Demo Product1	

3/0

Fig 9



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success

320

3124

Demo User - Demo Retailer  
[Log Off](#)

## Accounting Report

314  
Date Range  
☒ All Dates

From:

To:

Site: Demo Site

Report Type

Total Results Only ☒

Refresh

3184

Promotion	Date	Redeemed	Amount
6091 Buy 1 Demo Cola get US\$0.20 off.		10,074	\$ 2,014.80
Total		10,074	\$ 2,014.80

Fig. 10A



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success 320

Demo User - Demo Retailer  
[Log Off](#)

## Accounting Report

314 →

Date Range  
☒ All Dates

From:

To:

Site: Demo Site

Report Type

Results by Day

Refresh

316

Promotion	Date	Redeemed	Amount
6091 Buy 1 Demo Cola get US\$0.20 off.			
	Mar-15-2000	454	\$ 90.80
	Mar-16-2000	454	90.80
	Mar-17-2000	454	90.80
	Mar-18-2000	408	81.60
	Mar-19-2000	499	99.80
	Mar-20-2000	499	99.80
	Mar-21-2000	499	99.80
	Mar-22-2000	499	99.80
	Mar-23-2000	454	90.80
	Mar-24-2000	408	81.60
	Mar-25-2000	499	99.80
	Mar-26-2000	454	90.80
	Mar-27-2000	454	90.80
	Mar-28-2000	408	81.60
	Mar-29-2000	454	90.80
	Mar-30-2000	454	90.80
	Mar-31-2000	408	90.80
	Apr-1-2000	499	81.60
	Apr-2-2000	454	99.80
	Apr-3-2000	454	90.80
	Apr-4-2000	454	90.80
	Apr-5-2000	454	90.80
Total of: Buy 1 Demo Cola get US\$0.20 off.		10,074	\$ 2,014.80
Total		10,074	\$ 2,014.80

← 3180

Fig. 10B



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Accounting Success

Demo User - Demo Retailer  
[Log Off](#)

## Success

324

BEGIN Date Range  
☒ All Dates

From: To:

END Date Range  
☒ All Dates

From: To:

Promotion Status:  
☒ Any Status

Success Measure:  
☒ Redeemed/Issued

Promotion ID Contains

Refresh

328

326

330

ID	Title	Begin	End	Redeemed/Issued
6192	Get 1 Demo Product1 free.	04-27-2000	05-31-2000	83.5%
6094	Buy 1 Demo Product1 get US\$0.10 off.	04-01-2000	05-31-2000	65.4%
6091	Buy 1 Demo Cola get US\$0.20 off.	03-15-2000	04-19-2000	42.6%

Fig. 11